RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
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November 24, 1997

RJR Account #509977 and #203290
Mr. F. Stewart
H. FOURTUNIS DBA A-W

SALEM TEAR TAPE PROMOTION #701497

Dear Fred:

SALEM .30¢ tear tape product has been ordered to both H. Fourtunis locations as indicated to ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods to each of your locations. Utilize the same Customer List for each drive period. Displays (item #530123) to pack this promotion were shipped to you on 9/2/97.

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (8 (12M) case(s) @ $14.00)**. Payment has already been issued (9/22/97).

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162309
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/tyhn0000

SALEM TEAR TAPE
H. FOURTUNIS DBA A-W

Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):

PACK NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON ATTACHED CUSTOMER LIST

- SALEM FULL FLAVOR
- SALEM LIGHT
- SALEM FULL FLAVOR 100
- SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

PRODUCT ARRIVAL:		*12/2/97*	*12/8/97*
	SALEM	#/ (6M) Cases	#/ (6M) Cases
UPC Code	BRAND STYLE	@ .30¢ Off	@ .30¢ Off
12300-24194	*Full Flavor*	2	2
12300-24196	*Light*	2	2
12300-24195	*Full Flavor 100*	2	2
12300-24197	*Light 100*	2	2

Ship Date to Retail: **Week of: December 8th**

$ Amount: **$3,024.30 (12/2/97)**
$ Amount: **$3,024.30 (12/8/97)**

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

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Source: https://www.industrydocuments.ucsf.edu/docs/tyhn0000

SALEM TEAR TAPE
H. FOURTUNIS / SIS #203290

Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: *UTILIZE THE CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH DRIVE PERIOD.*

PRODUCT ARRIVAL:		*12/2/97*	*12/8/97*
	SALEM	#/ (6M) Cases	#/ (6M) Cases
UPC Code	BRAND STYLE	@ .30¢ Off	@ .30¢ Off
12300-24194	*Full Flavor*	2	2
12300-24196	*Light*	2	1
12300-24195	*Full Flavor 100*	2	2
12300-24197	*Light 100*	2	1

Ship Date to Retail: **Week of: December 8th**

$ Amount: **$3,024.30 (12/2/97)**
$ Amount: **$2,268.22 (12/8/97)**

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

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